

# **CUSTOMER SERVICE GOALS**

- **Give friendly, flexible, fair, expedient service to all.**
- **Be empathetic, understanding and patient with your customer.**
- **Be creative and offer solutions within the law rather than just saying no.**
- **Treat all people equitably and fairly.**
- **Apologize when you make a mistake, take responsibility, fix it, and follow up.**
- **Give everyone a timely response.**
- **Create positive memorable experiences for all customers.**
- **Avoid getting involved in unproductive interactions with customers.**
- **Diffuse hostile situations with our customers.**
- **Provide accurate and clear information.**
- **Ask questions to make sure you have correct information and anticipate customer's needs.**
- **Be good communicators - listen as well as talk.**
- **Present a professional image.**
- **Assist the Public within 15 minutes at least 95% of the time.**

# **CUSTOMER SERVICE STANDARDS**

- **Greet or acknowledge customer's presence immediately.**
- **Courteously answer telephones within three rings.**
- **Allow no more than 3 people to wait in line before asking for additional staff assistance.**
- **Return all calls the same day.**
- **Update voice message as needed (vacation, sick day, etc.).**
- **Non-work related reading material shall not be visible to the public.**
- **Wear clothing that presents a professional image.**
- **No profanity in the office or with the public.**
- **Keep hand out materials available on the shelves.**
- **Hand out business cards.**
- **Ensure all customers have been served before leaving your station.**
- **Apologize for mistakes.**
- **Give reasons why something must be done rather than "because it's in the Code".**
- **Compliment customers (i.e. filling our forms correctly or preparing complete drawings).**
- **No drinks at public counter.**
- **No food or drinks in view of public.**
- **No degradation of fellow staff members to customers.**

# **CITY GOALS**

- **Maintain a safe community**
- **Pursue entrepreneurial approaches for seeking business and tourism to expand the City's revenue base.**
- **Assure long-term adequacy of the City's infrastructure facilities.**
- **Enhance and maintain the environmental quality of the community.**
- **Improve the City's long-term transportation system and integrate it into the regional system as it evolves.**
- **Establish policies and strategies to ensure a viable business environment throughout the community.**
- **Adequately address the City's human issues and recognize their importance to preserving the health and safety of the community.**
- **Provide for diverse housing stock throughout the community and maintain the quality of housing stock.**
- **Maintain and continually improve organizational effectiveness.**
- **Continue to provide diverse cultural and recreational opportunities for all citizens.**

**City of Huntington Beach**